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U. S. Department of Agriculture

SWEET PEAS

WINTER FLOWERING

For Florists and Private Growers

SEED DIRECT FROM
OUR RANCH TO YOU

June, 1944 to June, 1945



Undivided Attention to
The Higher Develop-
ment of Better Sweet
Peas.

William Zvolanek & Co.

Established 1926

P. O. Box 142 Lompoc, Calif.

CULTURE SUGGESTIONS

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give good soaking. MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted.

CONDITIONS OF SALE

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day as received and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for this crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

TERMS

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent postpaid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C. O. D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.

If you wish seed to be sent via airmail allow extra for postage.

Ask for our Special Prices on lots of 10 lbs. or more.

GROW ZVOLANEK'S LONG STEM EARLY FLOWERING SWEET PEAS

Here are a few reasons for growing early flowering Sweet Peas this season. They produce more salable flowers per plant than any other florist cut flowering plant.

There is also a shortage in many types of flower seeds this season, especially in straight colors. With our early flowering long stemmed sweet peas you can cut flowers from them before Thanksgiving through the winter to May, depending on your climate. Just plant seeds 75 to 100 days in advance. They should be in full bloom in 100 days.

Sweet Peas are easy to grow and if our suggestions are followed, (see culture suggestions) they can be grown almost anywhere. They do not like too much hot weather, but if given a little shade during the planting season and until they are well up you should have no failures.

Our sweet peas are the finest you can obtain and will give you longer stems over a longer period than any sweet peas you may buy elsewhere. Colors are very clear and bright and plants have thrifty growth. We have specialized in this crop for many years and the present firm was established in 1926.

We are in position to supply all colors we list at time our price list is mailed but may be short on some varieties later on in the season. Please order well in advance as delivery may be a little slow these days. We ship some day order is received. If you are not ready to plant now, send order stating day you wish seed and we will ship from five to ten days in advance depending on your locality.

Thanking you for all past orders and favors, we are

Very truly yours,

WILLIAM ZVOLANEK & CO.

William Zvolanek
Proprietor

ATTENTION TO CALIFORNIA GROWERS

A 2½% Sales Tax must accompany all orders from California, unless you have a sellers permit number from the California State Board of Equalization. If you have a sellers permit number, place same on your order which will exempt you from the above Tax. We must have a record of your number on file at all times. Out of state orders tax exempt.

We also grow seed on contract if orders are given in advance for seed houses who issue catalogs, catalog must be in our files for reference. Our plantings will be made accordingly. Your seed stock or ours. We specialize in sweet peas. Send us list of your requirements.

NEW SWEET PEA NOVELTIES FOR 1944

ZVOLANEK'S SPARKLER: Colossal deep salmon cerise. Very large flowers on good long stems. Flowers have a sparkling sheen which is very clear and attractive.

ZVOLANEK'S LONG STEM ROSE: Long stemmed bright rose pink midway between our Zvol. Rapture and Zvol. Long Stem Pink. The color is exactly the same as our Zvolanek's Rose but with a much longer stem and persistently with four nice large clear rose flowers to a stem. It will displace Zvolanek's Rose next season. This is the best rose pink sweet pea to date.

Price on each above: 1 oz. \$1.00; 4 ozs. \$3.75

REGULAR LIST OF STANDARD VARIETIES SWEET PEA SEED.

EARLY FLOWERING

Thrifty, Vigorous Long Stem Type.
They Have No Equal.

Sample Packets of any Two Novelties
of Any Varieties of Sweet Pea Seeds
In Our List, Your Choice with Order
of \$5.00 or More

ROSE PINK

***ZVOLANEK'S RAPTURE:** Fine rose pink very long stems, fours.

***ZVOLANEK'S LONG STEM PINK:** Lighter rose pink very long stems.

ZVOLANEK'S IDEAL PINK: Light pink long stem, fours.

ZVOLANEK'S SONNY BOY: Rose pink, suffused cream base, long stem.

ZVOLANEK'S ROSE: Rose pink—well known.

ZVOLANEK'S COLOSSAL PINK: Giant rose pink.

BALL ROSE SUPREME: Rose pink.

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

BRIGHT DEEP ROSE

***ZVOLANEK'S MISS ROSE REDDICK:** Brilliant deep rose, suffused cream.

ZVOLANEK'S SPLENDOR: Brilliant deep rose, white base, long stem.

***ZVOLANEK'S ROSE FLARE:** Brilliant giant deep rose self.

ZVOLANEK'S PERFECTION: Fine deep rose, white base.

RADIANT 13: Deep brilliant rose suspicion salmon

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

BRIGHT FLESH PINK SUFFUSED SALMON

***ZVOLANEK'S MRS. H. S. REDDICK:** Fine long stem bright flesh pink, suffused salmon

***MRS. WILLIAM ZVOLANEK:** Deeper long stemmed bright flesh pink, suffused salmon.

ZVOLANEK'S FAWN PINK: Long stem bright flesh pink, cream base, suffused salmon.

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

WHITE

- ***ZVOLANEK'S CASCADE:** Finest long stem white in existence, white seed.
- ***ZVOLANEK'S LONG STEM WHITE:** Long stem black seeded pure white.
- ZVOLANEK'S GIANT WHITE:** Large white seeded pure white, long stem.
- ZVOLANEK'S GIANT VENUS:** Large white suffused and edged white.
- ZVOLANEK'S APPLEBLOSSOM:** Very long stemmed white suffused pink with four nicely placed flowers, vigorous growth.
- ZVOLANEK'S WHITE ROSE:** Fine Well known long stem white W. S.
- ZVOLANEK'S SATIN WHITE:** Large satiny white W.S.
- BALL WHITE:** White W. S.

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

LAVENDER AND LILAC

- ***ZVOLANEK'S LONG STEM LAVENDER:** Our finest lavender, medium color.
- ZVOLANEK'S FLASH:** Fine long stem, lighter lavender
- ***ZVOLANEK'S IMP. MONARCH:** Fine deep lavender, long stems.
- ZVOLANEK'S COLOSSAL LAVENDER:** Very deep giant lavender.
- ***ZVOLANEK'S LONG STEM LILAC:** Very long stem bright lilac.
- ZVOLANEK'S IMP. GIANT LILAC:** Very large deeper bright lilac.
- TWILIGHT:** Long stem light lavender.
- ZVOLANEK'S DUPLEX ORCHID:** Large orchid lavender.
- MEMORY:** Giant deep rosy lavender.
- HARMONY:** Well known light lavender.

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

ORANGE and ORANGE CERISE

- ***ZVOLANEK'S FIREBRAND:** Large glowing fiery orange, long stem, fours.
- ***ZVOLANEK'S GOLDEN DAWN:** Very long stem giant orange, metallic sheen.
- ***ZVOLANEK'S INDIAN GIRL:** Deeper, long stem giant orange.
- ZVOLANEK'S WILDFIRE:** Very early bronze orange, vigorous, long stem.
- ZVOLANEK'S ORANGE BEAUTY:** Large fiery orange, excellent.
- ***ZVOLANEK'S EMBERS:** Early salmon orange, large.
- GLITTERS:** Large light orange cerise.
- VULCAN:** Vivid orange cerise, almost red.
- BALL ORANGE:** Early salmon orange.

Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

SALMON AND SALMON PINK

- *ZVOLANEK'S COLOSSAL SALMON: Giant salmon, near orange, brilliant.
- *ZVOLANEK'S CAMEO PINK: Colossal Cameo pink, long stem, fours.
- ZVOLANEK'S SHOW BOY: Colossal salmon pink. An outstanding brilliant color with a good long stem. This color attracts attention immediately. Well placed four flowers on stems.
- ZVOLANEK'S SALMON PINK: Very large, long stem.
- ZVOLANEK'S HIGHLIGHT: Bright long stem, light salmon, giant size.
- *ZVOLANEK'S FASCINATION: Very long stem, deeper bright salmon pink.
- ZVOLANEK'S SUNSET. Fine salmon pink.
- CHIME: Giant salmon pink.
- BRIDES MAID: Very large, long stem, flesh salmon suffused.
- DAPHNE: Very light salmon, extra large.
- Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

BLUE, NAVY BLUE AND CLARET

- *ZVOLANEK'S MEDITERRANEAN: Extra fine clear medium blue, our best.
- ZVOLANEK'S SUPER BLUE: Fine clear medium blue.
- *ZVOLANEK'S NAVY BLUE: Clear long stem navy blue, extra good.
- *ZVOLANEK'S LONG STEM CLARET: Bright long stem claret.
- ZVOLANEK'S AZURE BLUE: Good clear medium blue.
- *ZVOLANEK'S VIOLET: Fine large long stem violet blue.
- BALL BLUE: Mid-blue.
- Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

RED OR SCARLET

- *ZVOLANEK'S LONG STEM RED: Xmas red, large bright, long stems.
- *ZVOLANEK'S KRIS KRINGLE: Deeper brilliant duplex red, giant size.
- ZVOLANEK'S RUBY: Fine early brilliant ruby red.
- ZVOLANEK'S ST. NICHOLAS: Brilliant Xmas hold color, long stem.
- GRENADIER: Poppy scarlet red, early.
- ZVOLANEK'S GARNET: Fine deep garnet red, fine long stems and vigorous growth. The deepest of red bordering claret.
- Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00

OTHER COLORS

- *ZVOLANEK'S LONG STEM CREAM: Finest long stem cream W. S.
- *ZVOLANEK'S BLACK SEEDED CREAM: Fine black seeded, long stem, cream.
- ZVOLANEK'S XMAS GEM: Bi-color standards rose wings and keel white.
- ZVOLANEK'S ORCHID MAUVE: Smoky orchid mauve.
- Price on each above: 1 oz. .60; 4 ozs. \$2.00; 1 lb. \$7.00
- ZVOLANEK'S CALIFORNIA MIXTURE: A mixture of all colors, all long stemmed.
- Price 1 oz. .50; 4 ozs. \$1.75; 1 lb. \$6.00
- ZVOLANEK'S BABY MIXTURE: Semi-cupid dwarf 16 inches high for border.
- Price 1 oz. .50 4 ozs. \$1.75

OTHER COLORS (Continued)

ZVOLANEK'S BUTTERFLY SWEET PEAS: A mixture of 11 colors. A new distinct type of crinkled flowers; stems 14 to 16 inches long but flowers just as large as regular varieties. Tall growing and foliage heavy. Not the best for the commercial grower but extra fine for private estate growers. Price 1 oz. \$1.00

STOCKS

Florists strains with a high percentage of doubles, Grown for us by Specialists.

IMPROVED COLUMN TYPE: (Nonbranching). Most of the plants produce one large flower spike, therefore can be planted close together.

Lilac Lavender, Rose Pink, Gardenia, Pure White, Crimson, Chamois Pink, Silvery Lilac, Deep Lilac, Mixed.

Price on Seperate Colors: 1/4 oz. \$2.00 1 oz. \$7.00

STOCKS: GIANTS OF CALIFORNIA: Similar to Imp. Bismarck but half again as large, much better. White, (Santa Maria); Rose Pink, (Monterey); Crimson rose, (Sequoia); Lavender, (Tahoe); Chamois, (Santa Barbara); Yellow, (Golden Gate) Lilac-blue, (Pacific); Super Giant deep rose, (Rose Charm). Mixed.

Price on each above: 1/4 oz. \$1.50 4 ozs. \$5.00

STOCKS IMPROVED BISMARCK: (Giant Imperial) Lavender, Lilac, Shasta (giant white), Elk's Pride (Royal Purple), Rose Pink, Chamois Rose, Crimson, Blush (apple blossom), Mixed.

Price on Separate Colors: 1/4 oz. \$1.00 1 oz. \$3.00

LARKSPUR GIANT IMPERIAL

The finest strain, base branching.

White King: Sensation, (lavender lilac); Rose Gleam (gleaming deep rose pink); Exquisite Pink; Lilac Spire; Blue Bell, (azure blue) Gloria, (deep rose); Dazzler (deep carmine rose); Miss California, (deep pink on salmon); Blue Spire; Los Angeles Imp., (rose pink); Mixed colors:

Price on each above: 1/2 oz. .40; 1 oz. .75; 4 ozs. \$2.50

CANDYTUFT

Giant Hyacinth, Pure White
1 oz. .40 4 ozs. \$1.50

AFRICAN MARIGOLDS

Sunset Giant Hybrids.
All Double Orange.
All Double Lemon.
Orange Prince.

Price on each 1 oz. \$1.50 4 ozs. \$4.50

SCHIZANTHUS (Butterfly Flower)

Dr. Badger Hybrids (lemon blotched very large) Pansy Flowered Hybrids (clear pansy like flowers) Blotched Hybrids (flowers have dark blotched centers).

Price on each 1/4 oz. \$1.00 1/2 oz. \$1.75 1 oz. \$3.00

COSMOS GIANT SENSATION

New Early Colossal Flowering
Crimson, Pink, White and Mixed.

Price on each 1 oz. \$1.00 4 ozs. \$2.75

DOUBLE SWEET SCENTED NASTURTIIUMS

Double Nasturtium, Golden Gleam.

Double Nasturtium, Scarlet Gleam.

Double Nasturtium, Gleam Hybrids.

Price on each: 1 oz. .15; 4 ozs. .50; 1 lb. \$1.50

GYSOPHILIA

GYSOPHILIA (Elegans): (Baby Breath) Paris Market,
medium sized white; Covent Garden, large white.

Price on each: 1 oz.25

SALPIGLOSIS

SALPIGLOSIS: (Painted Tongue) Mixed.

Price $\frac{1}{4}$ oz. .25 $\frac{1}{2}$ oz. .40 1 oz. \$1.00



CALENDULAS

ZVOLANEK'S FRILLED BEAUTY: Orange light center.

ZVOLANEK'S FRILLED SUPREME: Darker orange dark center.

GOLD SENSATION: (Zvolanek's) Large gold reddish center.

YELLOW SENSATION: (Zvolanek's) Large bright yellow light center.

BALL LONG ORANGE: The best calendula of all. Orange light center.

BALL GOLD: Gold light center.

BALL ORANGE: Orange light center.

MASTERPIECE: Dark orange dark center.

COLOSSAL YELLOW.

Price on each: 1 oz. .75; 4 ozs. \$2.25; 1 lb. \$6.00